

Abstract of the Disclosure

A moving and storage company (30) uses a dealer website to assist with the marketing of products and services through an independent dealer (34). The information related to the inventory of products and services is stored on a central database. The website provides access for the independent dealer to review the inventory information. The dealer uses a first computer system (26) to access the inventory information. An item of the inventory is selected according to customer (36) selection criteria. The item may be the lease of a storage unit. The independent dealer completes the transaction for leasing the storage unit by interacting with the central database via the website. Leasing the storage unit through the independent dealer via the moving and storage company website gives the customer occupancy rights as of the date of the transaction.